PACKARDS AT PLATTSBURG.

ren of Them Are Helping Along

hey have tarpaulin covered army trans-

Lauterbach will not divulge

than to say that the new company is

well provided with experineced auto-

announce the marketing of a small car

suitable for pleasure and light delivery rposes, which will cost less than \$700. Mr. Lauterbach is a veteran along

automobile row, having been associated with the Studebaker and Bulck organi-zations for a number of years, and has

wide automobile experience.

Preparedness. Ten Packard chainless motor trucks are assisting Uncle Sam in the develop-ment of his citizen soldiery at the Platts-

CHALMERS READY WITH 1917 MODELS

Seven Body Styles on Two Wheelbases to Round Out. 8,400 R. P. M. Lengths.

Pollowing a record seven months business in which the entire 1916 production was disposed of the Chalmers Motor Company is among the first of the big autemobile concerns to announce new models for 1917. "When our dealers contracted last No-

vember for \$22,000,000 worth of Chal-mers cars we counted upon that figure

wember for \$22,000,000 worth of Chalmers cars we counted upon that figure as covering a big year's production," said Hugh Chalmers. "At the end of May, just seven months from the time our Six-10 model was announced, our dealers had delivered the \$22,000,000 worth of cars into the hands of owners. We have gained not only 792 per cent. sales for the past seven months, but have added 631 new dealers to our representation in that period.

"In every respect the Chalmers Six-30 has been the most successful model ever produced by our company. It has been driven over 1.000,000 miles by owners, and our service records show a percentage of 99.21 per cent. perfect. In response to the demand of our dealers we are continuing this model with slight improvements as a leader in our 1917 lina. We have never made a car so good, so it is only natural that we should build on the 3.400 revolutions per minute Chalmers as a basis for our 1917 product."

For the coming season the 3.400 revolutions per minute Chalmers will be produced in two lengths of wheelbase:

produced in two lengths of wheelbase; at 115 inch five passenger car and touring and closed body styles have been built, incorporating the most advanced of design.

eties of weather the type.

Wire wheels are optional at extra cost on the Chalmers roadster and cabriolet models.

The seven passenger Chalmers reflects the influence of foreign design on american body lines. From the slant of the hood, on through the tilted windshield and double cowl the car has the appearance of an expensive European creation. The extra inches of wheelbase ure a tonneau of full capacity for

five passengers without crowding divers compartment in any way.

Deep nine inch leather upholstery increases the comfort of passengers on country roads and on ill long tours over country roads and on ill paved city streets. Two leather backed auxiliary chairs fold into the rear of the front seats, out of sight when not in use. A highly polished black walnut panel in the rear cowl brightens the appearance of the whole. The front compartment is roomy and comfortable. The conventional instrument board has been superseded by a cluster arrangement of the instruments, carried in an aluminum bousing convenient to the driver. housing convenient to the driver.

Offered also on the 122 inch wheelbase for 1917 are three handsome closed car models, now being shown for the first The town car and imousine embody distinct advances in design, affording at the same time anple room for seven passengers. The touring sedan is one of the handsomest all year around types ever mounted on a

Lady Duff Gordon, more familiarly shown as Lucile, and famous in New York, London and Paris as a modiste. has designed the interior trimmings and uphoistery for all Chalmers closed cars for 1917. As a result excellent taste and the richest of materials have been

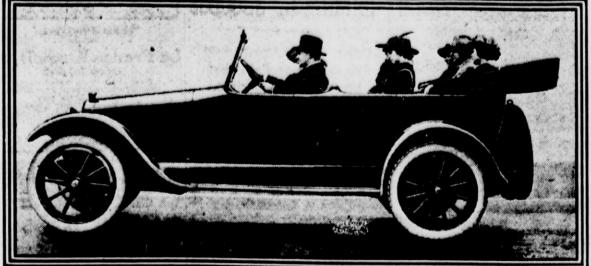
the Chalmers touring sedan per-driving comfort is afforded at all seasons of the year. In warm weather the front and door windows can be dropped into the body. If still more breeze is desired the windshield can be

The driver's seat is of the club chair to adopt them, although they freely act pe, deeply upholstered. Next to it knowledged their value.

It was during the many years of act to adopt them, although they freely act to adopt them.

furnishings, including upholsteries, car-pets and silk window hangings. When the two auxiliary seats in the passen-Mr. Ross, in designing his car, planned

Here Is a Well Set Up Chalmers of 1917



For the coming season the 3,400 tion. For physicians and other profesevolutions per minute Chalmers will be stonal men who must drive in all varieties of weather the cabriolet is the ideal

CARL PAGE CAN DELIVER CARS. Purchasers May Enjoy Immediate

Use of Them. The Carl H. Page Motors Company the local Mitchell agency, is one of the fortunate automobile firms that can get cars to deliver now. This happy state of affairs is due to the business foresight of Mr. Page, who last winter at the automobile show bought a large number of the Racine made cars as he realized the coming demand for them. Because of this condition the various Page divideliveries when buyers wanted cars im-

mediately.
While the Carl H. Page Motors Company and its dealers have not had any trouble getting automobiles. Mitchell representatives in other parts of the country have had a hard time obtaining cars from Racine. This was brought out a few days ago by George W. Hipple. the Mitchell merchandising counsel, dur-

John Ross Turns Out the Popular

After thirteen years of active work in combined to form a series of closed the building of automobiles for various cars de luxe for milady of the American manufacturers John Ross, head of the the building of automobiles for various Ross Automobile Company of Detroit. production, combining many of the imthe front and door windows can be dropped into the body. If still more breeze is desired the windshield can be dropped and the rear quarter windows and window pillars can be stowed away in a special compartment back of the rear seats. The replacing of the windows, transforming the car into a vehicle for inclement weather, can be accomplished in a few moments.

The driver's seat is of the club chair to adopt them although they freely accomplished in a few moments.

of the driver's seat if seating capacity for six passengers is desired.

The Chalmers town car has enclosed seats for five passengers with room for driver and extra passenger on front seat. Here too Lucile has specified the interior turnishings, including unpolysteries car.

ger's compartment are not needed they fold into the compartment wall out of qualification that the discerning buyer wight. In warm weather the door windows may be lowered or adjusted to any this at \$1,350.

IN THE HEART OF **AUTOMOBILE ROW**

The famous 6 and 8 cylinder

APPERSON

cars are now being sold at

Broadway & 61st St.

Increased business required larger

quarters in which to show and

sell these latest Appersons. This

move and the fact that Apperson

cars are backed by a pioneer

company that has been building

good cars for 24 years should be

Dimond - Apperson Motor Co., Inc.,

Broadway and 61st St.

Telephone Columbus 10200

significant to you.

BIG BUS CO. PUTS O. K. ON THE KNIGHT MOTOR

Engineer Says That Moline-Knight Engines Will Be Standard Equipment.

One of the greatest wholesale changes of motor equipment ever made in this pany of this city. The news that this leading transportation company, after a a long period, has decided to standardize the Moline-Knight engines for its new equipment exclusively, will cause sensation in automobile circles. Inquiries concerning the reasons for the hief engineer and superintendent of the 'bus line, in an interesting interview That Mr. Green is qualified to give an opinion in the mater must be at once nceded, when it is stated that he has had fifteen years experience in the de-signing, construction and maintenance t heavy motor propelled vehicles, and ning to America Mr. Green was with London Omnibus Company and had ect control of equipment running two the lion miles per week and consisting co

Bus Co. Engineer



G. A. Green.

dows may be lowered or adjusted to any position by means of an automatic regulator.

The limousine seats seven passengers and also has a handsome interior by this at \$1,350.

Norris Mason, well known in automobile circles is local agent of the Ross illustry on Broadway, near Fifty-sixth street.

The limousine seats seven passengers and also has a handsome interior by street.

The limousine seats seven passengers and also has a handsome interior by street. and the Continent, and have closely foland the Continent, and nave closely fol-lowed its development abroad and in the United States. In my opinion Knight engines are of exceptional value, because the cost of maintenance is lower, fuel consumption is low, their operation is smooth, reliable and noiseless, and they will produce high torques on low speeds.
Knight engines are silent in every sense of the word; not the kind of silence which is silent by comparison only, but the genuine absence of noise under

"The Fifth Avenue Coach Company carried out tests with various types of Knight motors, running over a period of years, and we have in our service at the present time a number of English Daimler-Knights that have per formed hundreds of thousands of miles without having given us the slightest trouble. One of the interesting features trouble. One of the interesting leatures about the Daimlers we have is the fact that some of them were purchased from the Havana, Cuba, Omnibus Company. About ten of these machines were run in Havana for some months, were run in Havana for some months, but the enterprise proved to be unprofitable. The machines were abused to an almost unbelievable extent and were finally left out in the open for five or six months, but after the chassis were received by us the motors were found to be in perfect condition and we started them without the least difficulty. I went to Havana and arranged for the purchase of these machines, and the following incident will give you an idea of the kind of attention they received. I instructed one of the mechanics in charge to thoroughly grease up all the bright parts, as the chassis would have to be shipped by water, and that delivery might be delayed considerably. He appeared to understand what I wanted, but when I arrived the following day I found that the windows had been thoroughly greased and nothing else touched.

"All our new equipment will be Melline-Kright, motored, and our plans."

"All our new equipment will be Moline-Knight motored, and our plans are so laid that regular production of this equipment will start in July. We have a few machines already running, and these are giving excellent results. We are absolutely confident that as soon as the 'buses equipped with this new silent sleeve-valve type motor appear on the streets in considerable numbers the public will appreciate our progressiveness and our desire to give the best service in the world."

Packard Stock Increases.

\$5,000,000 increase in the stock of the kard Motor Car Company has been norized by the stockholders in a meetat the Detroit offices of the company directors of the company were author to issue the stock at their own dis-

stock increase represents earnings have been put back into the busing the form of new buildings and

AMAZING SERVICE SHOWN BY CADILLAC

Statistician Tells of Power Expended on Transcontinental Trip.

simply can't help translating enything into statistical terms, and the recent record breaking transcontinental trip of the Cadillac Eight furnished the opportunity of a lifetime to the technical men in the Cadillac plant. The result is a mass of intensely interesting data based on the distance covered by the care on the distance covered by the car.

on the distance covered by the car, 3,871.8 miles.

For example, it is found that if the power generated by the engine in its long drive could be concentrated in one iremendous impulse it would amount to 307,500 horse-power. This, if concentrated, would be sufficient to lift the car and its two passengers fifty miles into the air—which speed would be at the rate of 3,000 miles an hour.

It is found further that the crank-

It is found further that the crank-shaft made more than 9,445,000 revolu-tions—yet there was no visible wear on tions—yet there was no visible wear on its bearings and no adjustment of the bearings could be made. For the second hand of a watch to make an equal num-ber of revolutions would require eigh-teen years of continuous running, and burg. N. Y., training camp. The trucks are of one and a half ton capacity and are painted a neutral adobe tan color. teen years of continuous running, and the watch would have to be wound 6,560 times.

While the crankshaft was doing its

automobile interests. A new company has been organized and is about to be launched, taking over the control and manufacture of a well known automobile plant in the middle West.

Steeplejack Gets Car That Can Climb



duced by the largest builders of six and four cylinder cars in the world. The car itself is big and roomy, with a motor of unusual power, smoothness and flexibility. With this car, Mr. Silver passengers, slow down to a crawl and without touching the gear shift, which is left in high, then accelerate and smoothly and swiftly acquire the desired speed. This is real six cylinder

BEOGRAPH

All over the map, from Buffalo, N. Y. to Bangor, Me., you'll

find the most reliable

garages and supply

POLARINE the friction-proof,

carbon-proof oil for

STANDARD OIL CO = NCI

stations selling

THIS SIGN

"pick up."

The price of this car is \$1,145, and The price of this car is \$1,145, and while most other manufacturers have raised the price of their product during the past few months, the Overland people did not in spite of the fact that on the basis of present prices for raw material a six of the Overland type would have to sell at a much higher price.

THE SPLITDORF GREEN JACKET. Distinguishes It Like Good Look-

ing Outer Garment. Splitdorf spark plugs have one disaguishing characteristic that in tinguishing characteristic that immediately identifies them, according to O. J. Rhode, local manager of the Split-

the amount of oil circulated through the engine again and again was the equivalent of 674 barrels, or 21,240 gallons.

The distance covered by the Cadillac from one coast to the other was 3,3718 miles; and it was necessary for each wheel of the car to revolve more than assault in view of the fact that at the finish the car, mechanically, was in virtually as good condition as at the start tually as good condition as at the start.

I GOT THE PURSE, SAID HOWDY.

The distance covered by the Cadillac from one coast to the other was 3,3718 miles; and it was necessary for each wheel of the car to revolve more than assault in view of the fact that at the finish the car, mechanically, was in virtually as good condition as at the start tually as good condition as at the start.

I GOT THE PURSE, SAID HOWDY.

The distance covered by the Cadillac from one coast to the other was 3,3718 miles; and it was necessary for each wheel of No. 29 Premier divers by the complete of the purse." Then he bought Gil another choocolate eclair.

OVERLAND 6 CYL. SALES BOOM.

nouncer Said.

To sit at the wheel of a flying race car for 300 miles with your arm aching from fatigue and your head fairly split
team mate Howdy got together a quiet trols price, and the low price of the special bodies he depresence item marketing of the special bodies he depresence itemines the plug, but its absence does not affect the insulating efficiency.



Everybody's Automobile

It was a great day when Overland organization, experience and facilities were lined up to establish new low cost automobile standards.

The accomplishment was far beyond what most people thought possible.

To produce a small, light car that would make new economy records was one thing.

But to accomplish that and at the same time produce a comfortable, easy riding car with dash and style

was a far greater achieve-

Yet all that was attained in the \$615 Overland. And the car is fully equip-

ped-hasevery-up-to-date

Such a combination of low first cost, low operating and upkeep costs, comfort, convenience and style stands absolutely alone-the great unmatched automobile achievement of the day.

We expected instant appreciation and demand from those to whom economy is of prime importance.

It came with a' rush and grows in volume as the car's performance exceeds

public anticipation. But the demand among those who already own big luxurious cars is also large and ever increasing.

Economy with comfort and with no sacrifice of pride has made the \$615 Overland everybody's automobile.

you realize that this snappy small car

-has four inch tires and cantilever rear springs gasoline tank in cowl with gauge and filling spout

on dash -Auto-Lite electric starting and lighting system

with control buttons on steering column. magnetic speedometer

and full equipment in every particular

-and all for \$615. See the Overland dealer now if you would make sure Small wonder, really, when & of prompt delivery.

Trade-In Department 1739 Broadway. The Willys-Overland Company, Toledo, Ohio

C. T. SILVER MOTOR CO.

1760 BROADWAY AT 57TH ST. Tel. 700 Circle

"Made in U. S. A."